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ABSTRACT

Four experiments were devised to test reader reaction to several newspaper design techniques. Three of the studies collected data from beginning journalism students, while the fourth used survey techniques in a field experiment designed to determine whether readers follow jumps (continuations of stories from the front page to an inside page). Among the results were the following: more readers finished a story if it was all on the same page; readers were just as likely to start a story if it jumped as if it did not; among those who did not finish a story, readers who were not forced to jump read deeper into each story; readers did not necessarily drop off in increasing numbers as a story got longer; and most readers said they read jumps, although most failed to read them in the studies. In addition, the findings revealed that readers preferred either a bold-light headlining pattern or a variety of type sizes to a roman-italic pattern; that larger pictures attracted readers to accompanying stories better than did smaller pictures, and held reader attention deeper into the tie-in story; and that type was readable whether it was presented in straight wraps (straight columns of equal depth), in doglegs (where one or more banks wrap deeper than the others around art or another story), or in raw wraps (where end columns come out from under the headline), but that readers preferred the straight wrap to the other two. (RL)

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Newspaper Design and Newspaper Readership

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Presented to the Graphics Division at the 1979 annual convention of the Association for Education in Journalism in Houston, Texas. Chic Bain recently completed studies for a master's degree in journalism and is now assistant editor of The Floridian magazine published weekly by the St. Petersburg (Fla.) Times. David Weaver is an associate professor of journalism at Indiana University and director of the Bureau of Media Research there. The authors appreciate the support of the School of Journalism and Center for New Communications at Indiana University.

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Some newspapers don't look so good these days. They have an ashen gray complexion, with pictures that are blotchy or faded. Their type faces seem weary and worn.

Many are starting to show signs of circulation decline.[1]

Apparently some editors see a connection between the drab look and the decline in readership. They've decided to perk up their products with modern headline faces, more pictures, modular packaging and touches of color. They've called in consultants or formed in-house committees and plunged headlong into completely new designs that have just one objective: attract the reader.

Among the newspapers that went the redesign route was the Chicago Daily News. Like lots of other afternoon dailies, the Daily News was losing readers at an alarming rate and chose a complete graphic overhaul as part of its counterattack. The paper wanted to become more flashy, more vital and present a more accurate reflection of the living breathing world around it. And the resulting design was flashy and vital. But the designers made a critical mistake.

They ignored the reader.

The new Daily News was harder to read than the old one. Too much attention was paid to a fresh form--and too little to its readability. The new design looked as if nobody asked the subscriber what he wanted.

That kind of oversight is understandable. Precious little research has been done in newspaper design. Most of what has been done is outdated.[2]

And because readership research is expensive, the consultants and the in-house designers tend to use the old research and their own judgments to concoct new graphic formats. In light of the paucity of current studies, that may be defensible, but it's still a bit like a do-it-yourself facelift.

The four experiments that follow were devised to test reader reaction to some new design techniques and to compare these new techniques with some of the old devices. Perhaps they will provide guidance to editors who want their newspapers to have a new look that also happens to be easier on the reader.

All four studies are experiments--three using beginning journalism students and one a field experiment using survey techniques. The field study attacks the problem of whether readers follow jumps, those continuations of stories from the front page to another page inside the paper.

In doing so it also speaks to the question I believe is central to newspaper design: How many stories should go on the front page? If it can be shown that the same story is better read when it doesn't jump than when it does, or that the same six stories enjoy a higher readership when none of them jump than when some of them do, the results will have important implications for front page makeup. One can only put so many stories on a single page before some of them have to be continued elsewhere. The number of stories played on the front also affects the size of pictures on that page and the size of headlines, particularly among the lower ranking stories.

The field experiment addresses all these questions and seeks to develop a readership pattern that may be helpful to design-minded editors.

The classroom experiments follow from the central issue of front-page story count. Each one focuses on a specific element of design. Each one tries to determine whether readers find that element effective.

The headline study (Experiment I) tests the notion that typographic distinctions in a head face give the reader signals as to the story's content and importance. I have long suspected that the roman-italic distinction is meaningless, and conversations with journalists reinforce that suspicion. (Layout editors either say they use an italic head because the one above it was roman or because italic signifies feature stories. They seem to be sending mixed signals.) Does the roman-italic distinction work? Do others work better?

Experiment II explores the effects of running larger pictures. Does a bigger picture increase readership of an accompanying story? Does it steal time the reader could spend with the rest of the page?

The final classroom study, Experiment III, is primarily for layout editors. It compares three commonly-used methods of wrapping type and asks whether one is more preferred or easier to read than the other two.

Many other specific areas need to be studied. An entire series of experiments could be clustered around questions like, "How can newspapers make more effective use of color?" or "Do news roundups steal readers from the rest of the paper?"

The four studies presented below are just a beginning. But they are aimed at creating more readable and efficient newspaper designs.

Findings in Brief

More readers will finish a story if it is all on the same page. If the story jumps, readership seems to fall off considerably after the story's halfway point. Content may make some difference. If the reader is interested,

he may finish the story whether it jumps or not, but even on stories with high readership more people get to the last sentence if the story starts and finishes on the same page.

* Readers are just as likely to start a story if it jumps as if it doesn't.

* Among those who don't finish a story, readers that aren't forced to jump read deeper into each story. This is particularly true of thorough readers--those that read at least part of all six stories.

* Readers don't necessarily drop off in increasing numbers as the story gets longer. If that notion were true, the readership pattern would look like an inverted pyramid, with the highest percentage of readers scanning the top and the smallest percentage hanging on to the finish. Figures here indicate that the pattern is more like an hourglass, with about the same number of readers completing the story as those who stop after the lead paragraphs. This pattern is even more pronounced if the story doesn't jump.

* Most readers say they read jumps. Most also failed to read them on the day of the study, supporting the finding that readers are more likely to finish a story if it does not jump.

* Readers do not prefer a roman-italic headlining pattern to a bold-light pattern or a variety of type sizes. One distinction seems to be as good as another in indicating a story's importance.

* Larger pictures attract readers to an accompanying story better than smaller pictures, and hold the readers' attention deeper into the tie-in story.

* Type is readable whether it's presented in straight columns of equal depth, in doglegs or in raw wraps that come out from under the headline, but readers did prefer the straight wrap to the other two.

Description of the Studies

Field Experiment on Jumps

The centerpiece survey in this series involves a field experimental (split-run) study of Indiana University's student newspaper, the Indiana Daily Student (ids). On the Sunday before the Monday publication, Nov. 13, 1978, news editors selected the top six stories for the next day's paper. One paper was designed using all six stories on the front page and jumping four of them to Page 2. Another front was laid out in the normal ids fashion using only the first three stories, which appeared in full. Stories four, five and six went to Page 2, also in full. All four pages were printed, and an equal number of each version was delivered to off-campus subscribers on Monday morning. (See Figure 1.)

Interviewers already had selected respondents and contacted them by telephone to set up Monday evening appointments. The readers were told only that they had been chosen to participate in a brief survey about the student newspaper. Each interviewer was given a set of survey forms that corresponded to the paper that had been delivered in his interview area--either a "jumps" version or a "non-jumps" version. The surveyors talked to respondents in their homes between 6 and 10 p.m. that night to collect the data.

The universe for this survey is ids subscribers who live off campus (about 2,600 in all). Most of these readers are I.U. students, so it is not surprising that the mean age for respondents is just a little over 23.

Of the 600 off-campus subscribers in the random sample, 551 responded, a response rate of 91.8 percent. Each of the two versions of the paper was equally represented. (See Table 1) The average age of those who read

the "jumps" version was almost 23; for the non-jumps version almost 24. The male-to-female breakdown was almost identical. The two groups were even similar in their reading habits. The jumps group averaged 13.3 minutes with the paper on the day of the survey. The non-jumps group spend 14.4. Both groups said they usually spend about 18 minutes, on the average, with the Daily Student, with less than a half-a-minute difference between those who got the jumps version and those who got no jumps.

Classroom Experiments

Three separate experiments were designed to test the effects of headline faces, picture sizes and type-wrapping techniques on readership. In each study, three versions of a mock-up page of the Indiana Daily Student were distributed at random among three classes of J111, the introductory writing course. Each experiment had about 50 respondents, and because J111 students are just beginning their journalism training very few are versed in newspaper design.

The first experiment tested headline effectiveness. Three versions of a front page were laid out using four stories, each one in exactly the same position. The stories were written in nonsense Spanish to control for differences in content. The only variable was the style of headline used. Version 1 used a light, a medium and a bold weight of Bodoni. Version 2 used a medium weight Bodoni with roman and italic styles for variety. Version 3 was the Bodoni roman medium with different sizes as the only variant. (See Figure 2)

Experiment II involved manipulation of picture sizes. Again three versions of an ids front page were constructed. The same six stories--labeled a through g--appeared in the same place relative to the others on

each page. A picture that went with Story e was the variable. The picture size was increased by 1½ columns with each version. (Some of the stories had to be trimmed a little to accommodate the larger pictures.) (See Figure 3) Respondents were given five minutes to read the page in whatever order they preferred. They were not told they were being timed.

Experiment III explored three kinds of type layout. Each of the three stories--a, b and c--was laid out in three versions: a straight layout (each bank of type is equal to the others in depth, and all fall under the headline), a dogleg or inverted-L (one or more banks wrap deeper than the others around a piece of art or another story) and a raw wrap (one or more columns wrap higher than the others and maybe even out from under the headline.) (See Figure 4) Three different sets of stories were created, using different combinations of these layout techniques. The sets were distributed at random and respondents were asked to read Story a first, then to turn the page and read Stories b and c. They were not told that they were being timed, but respondents were given 35 seconds to read Story a and a minute and 35 seconds to look at the other two stories.

Detailed Findings

Field Experiment: Jumps

Readers are more likely to read the whole story if it's all on the same page. In five stories of six, a higher percentage of readers finished the article if it started and ended on the same page rather than jumping. In most cases the difference was more than 10 percent, which indicates the adverse effect of jumps. (See Table 2)

In the sixth case--the only exception--readership was the same for both versions. But in both versions the story did not jump. This story was also the shortest of the six tested, which no doubt contributes to its overall high readership.

Apparently the different versions of the newspaper had little effect on whether the reader started a given story. In most cases, those who read only the first few paragraphs read those paragraphs whether the story jumped or not.

But those with jump versions tended to drop off at the halfway point, while the non-jump readers seemed more likely to hang on until the end.

Even among those who didn't finish, readers with the non-jump version lingered longer with each story than did those who had stories that jumped.

In four of the six stories tested, the average respondent with the non-jump version of the paper read more than his counterpart who had to jump to finish the story. In two of those four cases the difference was statistically significant. (See Table 3)

The same trend was even more apparent among the thorough readers. Twenty-one persons contacted for the survey had read at least part of all six stories. Of this hard-core readers category, those with the jumps version read just over half the total volume of copy. The non-jump readers read more than three-quarters of the same volume. (See Table 3)

These findings support the notion that if content is the same, the reader will plunge deeper into the story if he isn't jerked from page to page to find it.

These findings rebut the common notion that most readers scan the top of a story, and from that point on readership steadily decreases. That

was the general conclusion of a 1947 study by Wilbur Schramm on where readers stop reading.[3] Schramm found that most readers tackle the first few paragraphs, that fewer venture to the halfway point and that still fewer follow through to the final portion of the story. Schramm was describing an inverted pyramid pattern much like the organizing principle for the conventional news story.

The ids survey indicates that, on the whole, the profile is more like an hourglass--that most readers either stop after a few paragraphs or they keep going to the end.

A breakdown by versions is even more revealing. (See Table 4)

All four of the stories that jumped suffered a loss of readership after the halfway mark. In one case it was a slight slippage--less than 1%. In another, almost 34% fewer readers finished than made it halfway.

On the other hand, the non-jump versions of the same four stories showed more readers finishing than stopping along the way. In two cases there was more readership at the end of the story than after the first few paragraphs.

These differences are more apparent when presented in graphic form, as in Table 4.

When depth of readership was averaged for the same four stories a definite pattern emerges. With the jumps version, about 39% of the readers stop after the first few paragraphs. Almost the same percentage reach half way. But only 21.7% make it all the way to the bottom--a tailing-off of more than 18%.

By contrast, about the same percentage of non-jump readers start the story, but that figure dwindles to 25% at the midpoint. The readership then increases by the end of the story to about the same as the original 38.5%.

Using the same method of averaging, the four jumping stories lost more than three-quarters of their readers somewhere before the closing sentence. The same four stories without jumps lost less than two-thirds.

When asked about their normal reading habits, a majority of respondents said they usually read jumps. But a majority also said they failed to read them on the day of the survey. Of those who said they read jumps, a few more said they turn directly to the jump and finish that story right away. The others said they finish Page 1 and pick up the jumps later. The difference is not statistically significant.

There was one story that consistently bucked the trends in these data. It was Story e, an article that explored a court case that might ease Indiana's law against cocaine use. While more people read to the end of Story e in the non-jumps version--which fits the trend mentioned here--the margin was much narrower. It would seem that the content of this particular story spurred readers on to the end of the story even if they had to jump to get there. The data also show that more readers correctly answered the content question accompanying Story e than for any other story in the study.

This finding suggests that interest in a story may override the difficulty a reader might have in finding it. Other findings suggest that people will stop reading if they're not interested. The overwhelming favorite response by those who gave up before finishing any story was, "It was boring." This was true both in the jumps and in the non-jumps versions. "Not enough time" and "I already knew that" were the next excuses, in that order.

Classroom Experiment: Headlines

In the headline study (Experiment 1) readers showed no clear preference for one version over the others. Different sizes, different weights and different slants (roman-italic) fared equally well as indicators of story importance. In each version, respondents thought Story c was most important. They also chose c as the story they would want to read first.

It may seem like common sense for readers to want to read the story they thought was most important first. But in the layout tested, that lead story was not at the top of the page, and thus, not in the traditional leadoff position.

This suggests that importance may be signaled more by a story's placement on the page than by the headline that goes with it. Readers tended to rank the four stories in the same order regardless of the headline version they were reading, and the only indicator other than a change in headline style would be placement on the page.

Respondents also reached a fair consensus on whether each story was a news story or a feature--with one exception. Story d, with its banner headline across the top of the page, was perceived to be news in the first and third versions, and feature in Version 2, the roman-italic matchup.

This single instance supports the hypothesis that italic headlines are confusing. While the other two groups judged Story d as news by 2 to 1, the roman-italic respondents were more uncertain and chose the feature label by only 52% to 48%. Those reading Version 2 also found it more difficult to identify Story d as the second most important story than did their counterparts with the other versions.

A word of caution is in order. The roman-italic headline distinction

has been used by the ids for several years. It is also the style used by the major dailies that circulate in this area. The ready acceptance of that version may have occurred in part because it is the familiar way of displaying news.

While this experiment fails to prove that the other two commonly-used versions are any better, it also seems to say that they aren't any worse. This could be construed to mean that all versions work equally well (noting, of course, the one exception).

Perhaps the selection of a head face should be based on the preference of the editor, since it seems to make little difference to the reader.

Classroom Experiment: Pictures

Results from Experiment II indicate that larger pictures seem to attract readers to an accompanying story better than do smaller pictures. The larger pictures also keep readers reading deeper into the story they go with. But those who read the page with the largest picture still completed about as much of the rest of the page as those who read pages with smaller pictures.

It seems that the mere presence of a picture is attractive to the reader's eye. Almost half of all 52 respondents said the first thing they looked at was the picture. No one version was significantly better than another, but a higher percentage of Version 2 readers looked at the picture first compared to the other two versions.

The picture's presence also seems to draw readers into the accompanying story. More than half the respondents said they looked second at the story that goes with the picture. Again, no one version was noticeably better than another. It does appear, however, that the smallest picture had a harder time

keeping the reader's attention on the tie-in story. Almost as many readers of Version 1 chose to read the unrelated overplay story second as chose to read the picture-related story.

At any rate, the picture seems to keep the reader in its general vicinity. More than half of the 52 readers read Story e either first or second. Almost that many read the next closest story--the overplay at the top of the page.

These results also show that the page with the largest picture drew more readers considerably further into the story than did the version with the smallest picture.

There are no guarantees that pictures will make a reader read the entire story that goes along with them. But the two-column photo carried readers only about one-fourth of the way through Story e and the 4½-column picture took readers more than halfway through the story. (See Table 5) The content of Story e, of course, was the same in all versions.

It is also worth noting that as the pictures became larger, the percentage of respondents who read the tie-in story increased from 70.6% for the smallest photo to 82.4% for the medium-sized picture and 88.9% for the largest.

Perhaps the most interesting facet of this study is the fact that larger pictures apparently don't take up so much of the reader's time that he or she is unable to finish the rest of the page. The figures indicate no noticeable difference in the amount of pictureless stories read in the five-minute test time. One might think that a larger picture--with its clearer detail and tendency to draw the reader into the tie-in story--would steal time from the other parts of the page, but apparently this is not so.

Classroom Experiment: Wraps

The most useful finding in Experiment III may be that all the tested type-wrapping techniques seem acceptable to the reader. The results show no statistically significant difference between the versions for reader ease or for elapsed time. Respondents said they had little difficulty navigating raw wraps, legs or straight layouts.

When asked if they had any trouble finding the beginning of the story, 90% said "no" for Story a, 81% said "no" for Story b and 92% said "no" for Story c.

The readers did, however, show a preference. It seems that the easiest layout to read is the straight version. Asked which story they found easiest to read, more readers chose Story c, which was laid out twice in the straight configuration and once in a leg. They found Story a, which was presented twice in legs and once in a raw wrap, the hardest to follow.

This probably means that readers would like it better if each column of type was the same depth, as it is in most modular designs, and that any variation--whether a leg or a raw wrap--causes some difficulty.

A leg seems to be preferred to a raw wrap, but the preference is not consistent.

In either case, the difficulty seems to be within the body of the story, not in locating the beginning. That's probably because the ids byline style is distinctive and stands out from the body type enough to signal each story's starting point.

Once into the story, the most common complaint seemed to be that shallow columns in leg and raw-wrap layouts were too short for easy reading. This was also noted, less often, by some readers of straight layouts.

Perhaps a study of optimum column depth is in order.

Comparisons of reader speed among the three versions yield confusing results. In Story a it would appear that the raw wrap takes more time to read. The median number of lines read for all three versions was 25; for the raw wrap it was 19.

But the scores for Stories b and c show no difference between Version 1 (two legs) and Version 2 (a wrap and a leg). The median for each version was 68 against an overall median of 70. Both Versions 1 and 2 test out only slightly slower than Version 3 (median 74 lines), which was two straight layouts.

Conclusions

The central question of newspaper design is one that many editors in their day-to-day routine almost never ask. How many stories go on the front page? Most newspapers treat story count as a given. The editors have a sort of tacit agreement when they enter the afternoon budget meeting that the front page won't "feel right" unless it has at least four stories, or seven, or ten.

The higher the number, the more likely those stories will have to jump. A high count also determines how big the lead picture can run, and what sizes will be used for headlines.

These experiments imply that a high story count is self-defeating. If a newspaper is striving for the highest overall readership of its stories, then it will get the best results by keeping jumps to a minimum and running

pictures larger. The field experiment portion of this study shows clearly that readers consume more of the newspaper front page when stories start and end in the same place. The pictures experiment shows that larger photos attract more readers to accompanying stories and keep them in those stories longer.

Neither practice is possible with a high story count.

Editors for newspapers that run six to ten stories on their front pages argue that they need that many items so they'll have something for everyone on Page 1. The implication is that it won't be seen unless it's right out front.

The field experiment, however, shows that about the same number of readers found stories d, e and f whether they began on the front page or inside. And the versions that didn't jump--the inside versions--were better read.

It might be instructive to consider just what happens when a single page tries to accommodate six to ten stories. Usually the first two or three get reasonable play, with enough copy before the jump to tell much of the story. But the stories that rank fourth through tenth are forced into tight little packages with small headlines and only two or three paragraphs before they jump. Consequently, very little information appears on the front page.

The same basic information could easily be incorporated into a series of teases--one- or two-sentence items that refer to the full story running inside the paper. The teases could be typographically distinct from the other stories and would take up much less space on the front page, which means the stories that did appear on Page 1 wouldn't all have to jump.

In the field study, the non-jumps version of the paper used such a tease box, with one item referring to a story inside. Readership on the inside version was almost identical to the version that appeared on Page 1.

More than 80% of the respondents who had the non-jump version said they usually read teases. More than 60% read them the day the experiment was conducted.

Once a decision is made on story count, the findings of the headline, picture, and type-wrapping studies provide some guidance for finishing touches of a redesign.

The headline experiment failed to isolate one headlining pattern that works better than another one. This result is double-edged. It means the editor should be free to choose the distinction he thinks will work best. It also means he shouldn't rely too heavily on the style of headline to signify news or feature, or whether the story is important or not.

The picture study offers the clearest guideline. It shows that where photographs are concerned, bigger is probably better. The bigger the picture, the better the tie-in story will be read. Further studies are in order to determine whether feature pictures unrelated to any story on the page have a vastly different effect.

The experiment in type wrapping sends a message to layout editors. The results show readers prefer the straight and not so narrow layout to doglegs and raw wraps. Columns with equal depth seem to be quicker and easier to navigate. But if the newshole calls for something different, the page designer could probably use a leg or a raw wrap without fear of losing the reader.

An editor who follows these suggestions will probably end up with a better-looking newspaper. The pictures will be bold and striking. The front page will be cleaner, with less of the circus-midway "noise" that accrues when ten stories try to sell themselves on a single page.

If he uses straight wraps, he'll be building with modules, which make last-minute substitution much easier. He'll also be making the transition

to full pagination simpler. Modular blocks of self-contained stories are much easier to place on a page than are legged or wrapped stories that jump all over.

More importantly, he's making the newspaper a lot easier for the reader. And that may just improve the overall circulation of the newspaper.

Notes

1 The loss is primarily in major metropolitan markets, and it's worse among evening papers. For more details, see John C. Schweitzer, David H. Weaver and Gerald Stone: "Morning-Evening Newspaper Circulation: What Effect Do Appearance and Content Have? Journalism Quarterly, 54: 515-522 (Autumn 1977).

2 The most exhaustive study of jumps to date is Wilbur Schramm's 1947 study, "Measuring Another Dimension of Newspaper Readership," Journalism Quarterly, 24:293-306. Carl J. Nelson replicated and extended that research in 1965 in News Research for Better Newspapers, Vol. 1 (New York: American Newspaper Publishers Association Foundation, 1966), pp. 78-80, 82-84. Most of the remaining design studies concern type faces and reading scans, and the recent work draws heavily from pioneering experiments by Tinker and Paterson in the 1930s and 1940s. See D. G. Paterson and M. A. Tinker, How To Make Type Readable (New York: Harper and Brothers, 1940).

3 Schramm, op. cit.

Figure 1

Front Page of Jumps Version

ids
Indiana Daily Student
Bloomington, Ind. Monday November 13, 1978 16 pages 15 cents

Sunny

Today should be partly sunny and breezy with a chance of showers. Highs are expected to be in the low to mid 50s. Tonight will be partly cloudy with lows in the mid to upper 30s.

Commission cuts faculty salary request by 2 percent

B

by Mike Tackett
staff writer

A 14 percent increase over the next two years in faculty salaries was recommended to the Indiana Commission for Higher Education at its monthly Friday meeting in Indianapolis.

The proposed increase is 2 percent less each year than requested by the IU Board of Trustees.

Along with the cut in faculty salary increases, the commission recommended that IU get about $11 million less in state funds than it had requested for the 1979-81 biennium overlying budget.

IU had asked for about $79.2 million in state money for 1979-80 and $86.8 for 1980-81. The commission recommended $76 million and $81 million respectively for the two years. The commission recommendation represents an 8 percent increase in state funds for the two year period.

Another reduction came in student fees. The Board's proposed student fee hike of 8 percent was reduced by the commission to 7 percent.

The student fee increase of 7 percent for both years of the biennium at all state universities is needed to cover increased costs for educational services, according to the commission.

Edward Wilson, director of the University's Budget Office, said the proposed 7 percent increase in student fees will generate less income than anticipated by the University. He said the Commission's projections could decrease state appropriations to cover the difference in revenue.

Faculty salaries and wages for all state

from 1 commission, page two

Director claims careers limited by job market

C

by Steve Hopson
staff writer

— Henry David Thoreau

More than a century ago, the author of "Walden" complained about America's obsession with working. If he were reincarnated today, the complaints probably would be much louder.

"Few college students want to graduate and work to plan their careers differently, according to Wayne Wallace, director of the placement office for the College of Arts and Sciences. This is because about 25 percent of the college graduates will find that their first job is not quite what they had envisioned.

Although the U.S. Department of Labor Statistics predicts that job opportunities will increase at almost every level of the economy during the next seven years, the number of degree holders appears to be increasing more rapidly.

"Students are just going to have to plan," Wallace said. "They are not going to be able to take it for granted that they can really enter a career without trying. They are going to have to try."

The business predicts that because the number of degree holders will outnumber the available jobs, there will be a tendency to take less desirable jobs — thus underemployment. The bureau has predicted that this spillover causes underemployment for 25 percent of all college graduates in their first job.

Part of the problem is that the service-producing jobs (occupations that make no tangible products) are increasing much faster than goods-producing jobs. The bureau projects that the job market in the service sector will expand 26 percent by 1985, while the goods sector will expand about 17 percent.

But those service areas requiring little or no college education will increase even more rapidly than the average by 1985.

- Finance, insurance and real estate-related jobs are projected to increase 38 percent. The two fastest-growing areas are banking and credit agencies.
- Service industries — like health care, maintenance, repair and commercial cleaning — are expected to increase 46 percent.
- Government employment opportunities will increase 22 percent.

The more students graduating with liberal arts degrees will have to be flexible, according to Kenneth Gros Louis, dean of A&S.

"The attitude is that we're not training them for any job, but we're preparing them for work," he said.

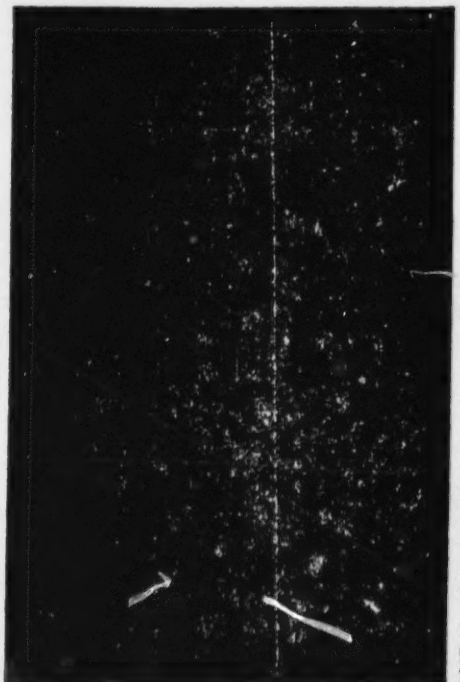
Gros Louis emphasized that the purpose of the liberal arts education is the exposure of a well-rounded or total school.

"The most practical is not necessarily to get a job — it is to enable an individual to live as full a life as possible," Gros Louis said.

But while Gros Louis's comments offer hope to graduates in the long run, some liberal arts degree holders will learn that the jobs they had hoped to start work are not available.

Wallace said planning and setting reasonable personal goals are important, but even with firm career intentions, students must work dividends on their college investment right away.

"The unemployment rate is the first job," Wallace said. "We're not talking about a life of ditch digging. The demands and benefits are not always evident in the first day after you get your diploma."



Bowen: a satisfying week

staff photo/Gary Anderson

Gov. Bowen is comfortable with new team

A

by Tom Powell
staff writer

INDIANAPOLIS — Gov. Bowen sank back into the black leather depths of his cushioned chair. The sort of leisurely, unstressed air the rest of the high-back chair formed a dark gold halo over his receding head.

A large, full-color seal, the one seen over the blue carpet of Bowen's office, guarded the ground before him. Symbols of Indiana heritage, Bowen appeared comfortable.

Indianapolis was a comfortable place for a Republican governor to be Friday afternoon. Three days earlier, GOP election victories ensured the state had left Republicans in control of both houses of the Indiana General Assembly.

In addition, four Republican political and interest had won superintendent elections for secretary of state, treasurer, auditor and clerk of the supreme court and court of appeals. Their campaigns had been based almost totally on the popularity of one man who was not running for office — then behind Democratic as part of the "Bowen Team."

But the governor was reluctant to take credit for his party's success. "I have never been a great believer in coattails. It only took 2 or 3 or 4 percent on each side in order to get control of the Senate and the House, and if the coattails were worth 2 or 3 or 4 percent, then fine.

"It's been a very satisfying week, but it hasn't come easy. We have tried hard to give a good, conservative as we possibly can. We received our report card Tuesday, such a passing grade, and now the desire that we have is to perform," he said.

Bowen was a model of relaxed confidence. The success of Republicans in Tuesday's election had reaffirmed his political views around the state. But he was non-committal about running in 1980 for the U.S. Senate seat presently occupied by Democrat Birch Bayh.

"I absolutely, at this time, do not know. My wife does have a serious illness in remarkable home maintain decision, and a great deal depends ... " he paused and lowered his eyes, "on her. We will be celebrating our 40th wedding anniversary next year and that is a long time to be together."

Bowen said he believed he could win the election if he were to run again, but he said the voters' mood could change in 1980. "I will have no regrets on a race to go on, but as we enough and go people down on me — sometimes as a result of life to be sure what that particular thing might be," he said.

Preparations for the approaching session of the legislature are underway in the governor's office. He outlined the key three problems for the coming session, the re-establishment of controls on property taxes, higher oil and road construction, and providing pension plans of 6 and increase with the high rate of inflation.

Although a race and viewing the top three or more, Bowen said he will a commitment until the matters of higher education. "I'm not saying that it's not a big problem and one I get pressures, but I'm talking about the real areas that the public is complaining about and I don't hear a great deal of complaining from the general public about higher education," he said.

The governor said taxation on tax, overburdened with taxes and governmental restrictions. Higher education, as well as the rest of the state, is in for tighter

from Bowen, page two

IUSA needs high student response to complete survey

D

by Tom Camp
staff writer

Unless the IU Student Association receives a 75-to-80 percent student response rate for its faculty-course evaluation survey, "we won't consider it (the survey) worth a damn," said Bruce Gale, graduate student and IUSA faculty-course evaluation coordinator.

Senior Steve Deasy, IUSA project coordinator, said that "better than half" of the forms already have been returned at residence halls and he sees "no trouble at getting 75 percent." In Wednesday, the day the returned questionnaires are due.

During urged students selected to complete the forms to fill them out because "everyone we don't get (responses) from lowers the statistical accuracy."

IUSA officials said they do not know exactly how many completed forms have been returned to date.

Data collection points opened on Oct. 31 in the residence halls, the Indiana Memorial Union Commons, the Business Building and the Maxe Library, according to junior Ken Burton, IUSA Office of Academic Affairs director.

Burton explained that 2,900 students are being asked to fill out questionnaires, representing a random sampling of 12.5 percent of the students on the Bloomington campus.

The collected data will be compiled, along with faculty responses, into a "Consumers Guide to Faculty and Courses," to be distributed either directly before or after Christmas break. Students will receive the information before registration, he said.

Burton said announcements will be distributed as follows: 10 percent to fraternity houses, 6.2 percent to residence halls students and 6 percent to students living in fraternities or sororities.

D.J. Belanger senior and Tom Quail senior reported 3% percent of the selected students at Teter have returned surveys so far, according to Burton.

from Burton, page two

Motions argue that cocaine is mislabeled as a narcotic

E

by Paul Ramsaying
staff writer

Monroe County judges will hear motions this week on whether to dismiss charges against 19 defendants in drug-related cases because the drug is unconstitutionally classified as a narcotic.

The only motion scheduled to be heard as of Friday afternoon was to suppress evidence seized as a result of an Indiana State Police undercover investigation in Monroe County conducted in the spring. The men are charged with dealing and conspiracy to deal in cocaine.

According to the motion, which was filed by Richard Dudley, attorney for several of the defendants, cocaine originally was classified as a narcotic in 1922 as an amendment to the U.S. Narcotics Drug Export and Import Act. The motion says no hearings took place to determine if the drug should have been reclassified.

Since 1922, research has shown that cocaine does not have "a high potential for abuse which may lead to severe psychological or physical dependence" that federal law requires for a drug to be classified narcotic, the motion said.

According to David Coleman, another attorney involved in the pending case, similar motions have succeeded around the country, but many of them have been decided in appellate courts which would make the decisions binding for an entire state.

Colman said state officials usually don't appeal decisions involving cocaine because they fear the decision could be upheld by an appellate court.

He said he is planning a decision against a similar motion involving the classification of cocaine. This decision was issued down by James Wiggins, Monroe County Superior Court judge Phillip Smith.

Colman said he did not [illegible] decision was unsafe. Smith ruled that cocaine was not a narcotic, but said he could do so for the purposes of misdemeanors in the next misdemeanor Colman said.

James Lewandoski, one of Colman's

from Wiggins, page two

Pair sentenced in Oaken Bucket theft attempt

F

The two Purdue University students who pleaded guilty to attempting to steal the Old Oaken Bucket from the Indiana Memorial Union were sentenced Friday by Monroe Superior Court Judge Ranch Bridges.

Paul Yarnell of Carmel and Edward Gordon of Indianapolis, both 21-year-old, must serve six weeks on the freezers of the Bucket and perform 80 hours of public service work during Christmas break. The pair also must pay $50 to replace the dollar coin given the deceased.

Yarnell and Gordon entered the Union on Oct. 28 and threw a brick through the glass display case that houses the historic Bucket. Attached to the brick was a note in an envelope with $90. The note apologized for damage to the case and said the money was to replace a The Bucket is an annual prize to the winner of the I.U.-Purdue football game. I.U. has won the last two contests. It is not the first time the bucket has been stolen.

A month board supervisor watched the Union security surveillance of a disturbance when the man threw the brick. The manager and a patrol caught one of the men at the display case and found the other hiding in a town closet.

If Yarnell and Gordon don't perform the terms of their sentences within a year, or if they are arrested for anything else, they must pay a $25 fine each and serve two days at the Monroe County jail.

Bridges was the second judge selected for the case. Judge John Baker presided over the case in Monroe County Small Claims and Misdemeanors Court on Oct. 10. Baker, an I.U. Law School graduate, pre-trained considering until Bridges could preside, to prevent a fair sentence.

Bridges, who received his undergraduate degree from Purdue and his law degree from I.U., said the men then could get their $90 back after restitution but said he would keep that $40.

Figure 1 (contd.)

Front Page of Non-jumps Version

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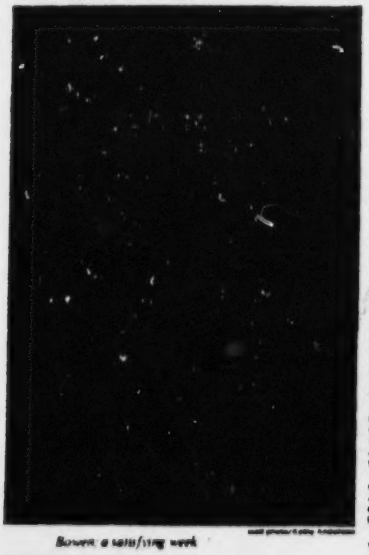
Indiana Daily Student

Sunny

A relaxed, confident Bowen reflects on 'satisfying' work

A



Bowen: a satisfying week

HEC cuts faculty salary request by 2 percent

B

"[I find this disappointing, particularly in view of I.U.'s ability to maintain its best and brightest in competition with every other Big Ten school, not to mention other schools."

— Rita Naremore
co-secretary,
University Faculty
Council

Jobs and labor pool to increase

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Students must plan careers carefully due to tight job market, director says

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Figure 2
Headlines Experiment, Version 1
Indiana Daily Student

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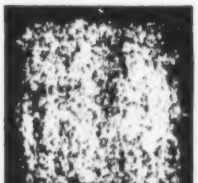

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Figure 2 (contd.)
Headlines Experiment, Version 3

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Indiana Daily Student

Honorado libre visible raso extendido sin atar aparejado

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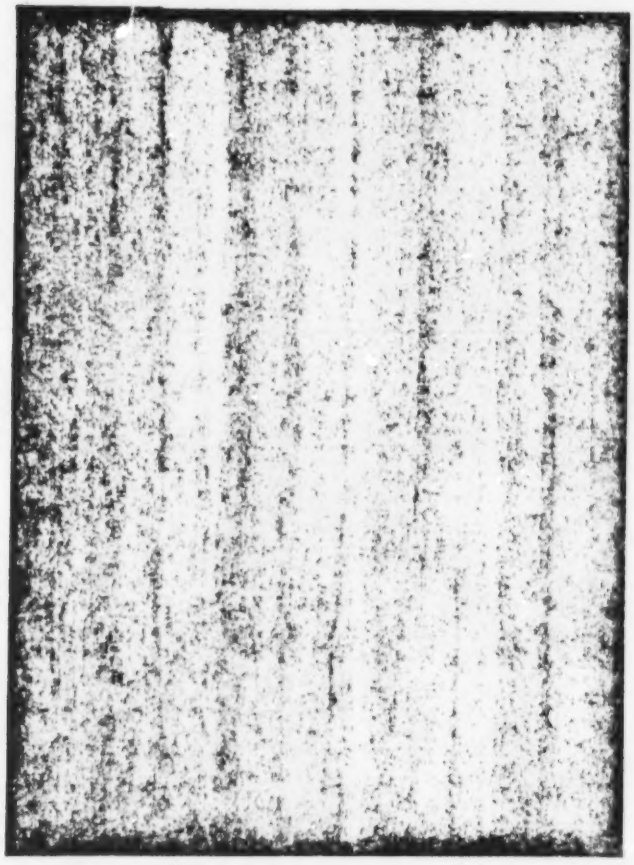

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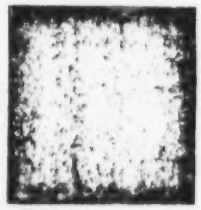

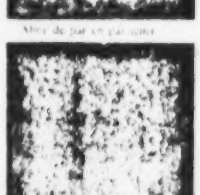

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Figure 3
Picture Experiment, Version 1
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(g)

Rare Gutenberg Bible sells for $2 million in New York

NEW YORK (AP) — A rare Gutenberg Bible was sold at auction Friday for a record $2 million, and within hours was acquired by a West German museum.

The culture ministry of the West German state of Baden-Wuerttemberg announced in Stuttgart that it had purchased the 15th century work, the masterpiece of German printer Johann Gutenberg. The two-volume, leather-bound Bible will be exhibited at the state library in Stuttgart, the ministry said.

The $2 million price bid at Christie's auction house by New York book seller Martin Breslauer, was nearly six times the previous record for a printed book sold at auction. A double, large-size folio of Audubon's "Birds of America" was sold at Christie's last November for $1,760,000.

The ministry did not announce the price it paid, but officials said State Secretary Gerhard Weng and library director Hans-Peter Geh had been authorized to spend up to 5 million marks (about $2.5 million).

A spokesman for Christie's said Breslauer had been required to pay 10 percent "buyers premium," making his outlay $2.2 million.

Both Weng and Geh were reported to be in New York, presumably dealing with Breslauer.

At the auction, Breslauer said he had discussed resale, but would not name the possible client or clients, saying the matter was "very, very secret, confidential."

Sources, however, had pointed to the Stuttgart library.

The purchase brings to 14 the number of Gutenberg Bibles at German institutions. The nation's most recent acquisition was made last month when the Gutenberg Museum in Mainz paid $1.8 million to a New York book seller for an incomplete copy. There are 12 copies in the United States.

The Gutenberg Bible sold Friday is one of only 48 known to remain of the 185 Bibles printed with the world's first movable, metal type by Johann Gutenberg in Germany about 1450.

(f)

Farm houses completely isolated by flooding

AP

Kankakee dike breaks; 100 flee their homes

(e)

SCHNEIDER, Ind. (AP) — Interlocking steel pilings might be coupled with sandbags today in an attempt to repair a Kankakee River dike and stem flood waters that already forced 100 persons to leave their homes.

Ed Karwatka, a U.S. Army Corps of Engineers spokesman, said civil defense workers will first try and plug the 50-foot break by pushing sandand sandbags into the hole from both directions simultaneously.

"With the good grace of God, when we push that stuff in and it won't all rush out and we'll be able to seal it," he explained Friday night.

If that tactic fails, Karwatka said steel will be driven into the river bank and then reinforced with sand.

Don Peters, assistant civil defense director, said soft soil on the river dikes hindered repair efforts Friday.

"The problem now is that soil on top of the dikes is so soft we can't transport sand out of the hole," he said. "We're using boats to move the sandbags in, but we can't get enough sand built up to close the hole."

Shelby and the southern Lake County community are hardest hit by the flooding, which put about 64,000 acres of farmland under water. Peters said it is impossible to estimate the flood damage so far.

"No lives have been lost, but we've come pretty close," he said. "A boat or two capsized, dumping people into the water."

Homes here are three or four feet under water and Peters said furniture is just floating around in many living rooms. He said one family simply moved into their cabin cruiser parked in their driveway when the water began rising.

"Because of security, any vehicle not recognized is being challenged. We're taking down license plate numbers and making a check with authorities in efforts to deter looters or sightseers," Peters said. "We're appealing to the general public to stay out of the area this weekend. We've got enough problems at the present time without more people here."

No looting has been reported.

The river level was 11 feet Friday, about three feet above flood stage, said Albert Shupe, a National Weather Service hydrologist at Indianapolis.

"We expect the river level to remain stationary for the next two days, and then, if it doesn't rain, it should start to drop early next week," he explained.

Shupe added, "They're going to have water on the ground up there for a long time because the land is so flat and has no drainage. It may be a week before there is any noticeable drop."

'We're really thankful this thing worked out the way it did. If there ever was a good ending, this was one.'

Kidnapping suspect arrested while waiting for ransom

(d)

JAMESTOWN, Ky. (AP) — A Virginia girl has rescued Friday night, and the man suspected of kidnapping her arrested, as they sat in a car awaiting a $500 ransom, an FBI agent said.

FBI agent Thomas Kelley said in Richmond, Va., that Elizabeth Ann Wingate, 12, of Independence, Va. was unharmed.

Authorities identified the suspect as Michael Dellaria, 25, of Gibsonia, Pa., who had been named in a warrant as the man who abducted Miss Wingate from her home on Wednesday.

They had driven to Cumberland Falls State Park near this small Kentucky town in a car stolen from the girl's family, Kelley said.

Dallas Wade, the lodge superintendent at the park, offered a ride to a man walking down a park road with a little girl.

A short time later, an FBI agent came to Wade's office in Lure Lodge with a description of a 12 year-old girl and the man who had allegedly kidnapped her from her Virginia home Wednesday.

"When they gave me the description, I immediately realized that was who it was," Wade said Friday, a few hours after the rescue.

Wade said he had noticed a car parked in a boat trailer lot that didn't belong there. The car matched the description of the vehicle which the FBI said was being used by the kidnapper.

After talking with the FBI, "we proceeded to try to locate the area, looking for the vehicle, looking for the little girl."

"A backup (FBI) agent coming in from Louisville spotted the car on a park road about a mile inside the park entrance," Wade said. FBI agents then made the arrest and freed the girl.

"We're really thankful this thing worked out the way it did," Wade said. "If there ever was a good ending, this was one."

Grayson County Chief Sheriff's deputy C.V. Shupe said, "She's supposed to be safe and sound and the man in jail."

The FBI said Dellaria was being held under $200,000 bail pending extradition proceedings.

Shupe said the girl's father was on his way from Independence to Jamestown.

Federal agents and police in 10 states had been looking for the girl and her kidnapper.

The girl's grandfather, Letcher Wingate, told the Roanoke, Va., Times & World-News on Friday night that the kidnapper called him about 10:45 p.m. Thursday and said to get $500 ready, not to tell the police, and to await his next call.

Wingate said the man called again at 10 a.m. Friday and said it would take us to eight hours to drive there" and deliver the ransom, Wingate said.

About an hour later, he said, "The little girl called ... and wanted to know if Daddy was on the way. She asked me again if there were no police around and I told them the police were cooperative and staying out of it." Wingate said the kidnapper never threatened to harm the child.

Authorities in Grayson County, Va., had issued warrants charging Dellaria with abduction, armed robbery, automobile theft and use of a firearm in commission of a felony. Police said Dellaria also is wanted in Pennsylvania in connection with rape, robbery and auto theft.

The kidnapping took place Wednesday at the home of Curtis and Edna Wingate. A man gained entrance by asking for a drink of water, tied up the parents and made off with the young girl.

A station wagon believed stolen in Beaver Falls was found outside the home. Police said they believed the suspect had arrived in it and left it behind when he left in Wingate's white Plymouth Duster.

Yale student plans to throw $40,000 gambling party for friends

(b)

NEW HAVEN, Conn. (AP) — "Silly, gaudy and appalling" is how Yale University's secretary describes a $40,000 private gambling party that a student plans to throw for 1,000 of his "friends" at the Yale Commons on Saturday night.

"If I'd known about this in advance, I would have asked him, 'Is this really the way you want to make your mark at Yale?' All that money could have been used to help people less fortunate than you," the secretary, Henry Chauncey, said Thursday after learning of the extravagance.

Host Hsiung Kwon, who wants to give away a new car and $100 bills to guests who win at the gaming tables, said, "My whole idea is to do the extraordinary in an unusual fashion in an unlikely place."

Chauncey said state police and the university were checking into whether the gambling would be legal.

Kwon, 22, a Korean who transferred to Yale two years ago from Columbia University, is now a senior majoring in economics. He uses the first name Alex in this country. His family is in the steel business in Korea and he himself runs an investment business in the United States.

He said he decided two weeks ago it would be fun to host a gambling party for his friends. But after mailing 1,000 invitations and spending nearly $40,000 on food, drinks, gambling tables, door prizes, the services of two orchestras and five other entertainment acts, he admitted he may have let his plans get a little out of hand.

Kwon had six blackjack tables and four baccarat tables shipped from New York for the event and also planned to show horse-racing films.

He had 10,000 phony 500-franc bills printed, each adorned with the Yale Building.

Man wanted in girl scout slayings is captured in historic hideout

(c)

PRYOR, Okla. (AP) — Gene Leroy Hart, arrested in the sex slayings of three Girl Scouts, eluded hundreds of searchers for 10 months by hiding out in the Cookson Hills of eastern Oklahoma, which have harboredsome of history's most wanted fugitives.

After his capture, Hart, 34, was taken to the state penitentiary at McAlester where he spent the night on death row. He was scheduled to be brought to Pryor for arraignment Friday.

Authorities said he had been kept in the prison's death row "for his own protection."

District Attorney Sid Wise, in whose jurisdiction Lori Lee Farmer, 8, Dana Denise Milner, 10, and Michelle Guse, 9, were killed last June 13, said all along he believed Hart was still in the scrubby foothills of the Ozarks.

Charles "Pretty Boy" Floyd, gunman and bank robber, Belle Star, outlaw queen of the territorial days, the notorious Dalton Gang — all had out in the hill country, covered by underbrush so thick that a man could walk within 30 feet of another person and not see him.

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Hart was apprehended Thursday when agents of the Oklahoma State Bureau of Investigation tracked down the door of an isolated two-room, green frame home just 50 miles from Camp Scott.

"This is one of the most remote areas you've ever seen," said Dick Wilkerson, assistant director of the state bureau of investigation. "This is how Pretty Boy Floyd stayed away from lawmen so long."

Jobless rate rises for first time in 7 months

(a)

WASHINGTON (AP) — Rising unemployment among blacks pushed the nation's jobless rate up slightly to 6.2 percent, the first increase in seven months, the government said Friday.

Labor Department analysts said the increase from 6.1 percent in February was minor and that the overall employment situation was virtually unchanged.

However, the number of Americans with jobs rose 260,000 to a record 93.3 million, the department said. Most of the improvement was attributed to returning by factories which had layoffs during the severe winter.

Making the biggest gains last month were adult women. The department said women over age 20 outgained adult men two to one both in looking for jobs and finding them.

Analysts said women may have been encouraged to seek more jobs to supplement family incomes. Women workers have also become more available because they have been staying single longer, have fewer children and are more educated, government studies have shown.

Although the trend has continued for years, the increase of 200,000 women in the labor force last month was larger than usual.

Despite the increased job opportunities, the black unemployment rate grew from 11.8 percent to 12.4 percent, the department said.

About 39 percent of black youths between ages 16 and 19 were unemployed last month, an increase from 38 percent in February. Black adult women on the jobless rolls increased from 10.1 percent to 11.4 percent.

Economists had no explanation for these increases but said it often takes more than a month to establish the trend for black unemployment. However, black unemployment has shown little change over the past year, while total unemployment has fallen from a 7.4 percent rate to 6.2 percent.

The March unemployment increase was the first since a rise from 6.9 percent to 7 percent last August. Since then, it has dropped to 6.8 in September and October, 6.7 percent in November, 6.4 percent in December, 6.3 percent in January and 6.1 percent in February.

In March, the average worker increased his weekly hours from 35.8 to 36.1 hours, with most of the gains taking place in factories, the department said.

The department also said:

Unemployment remained virtually unchanged for adult men at 4.5 percent, adult woman at 5.8 percent and teenagers at 17.3 percent.

The number of discouraged workers, or those who have given up looking for jobs, dropped from 1.1 million in the last three months of 1977 to 900,000 in the first quarter of 1978. All of the improvement was among women, the department estimated.

Every major industry reported gains in employment in March as industry payrolls rose by 445,000, the largest increase since a gain of 461,000 in March last year.

Figure 3 (contd.)

ids Picture Experiment, Version 2

Indiana Daily Student

(g)

Rare Gutenberg Bible sells for $2 million in New York

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The culture ministry of the West German state of Baden-Wuerttemberg announced in Stuttgart that it had purchased the 15th century work, the masterpiece of German printer Johann Gutenberg. The two-volume, leather-bound Bible will be exhibited at the state library in Stuttgart, the ministry said.

The $2 million price, bid at Christie's auction house by New York book seller Martin Breslauer, was nearly six times the previous record for a printed book sold at auction. A double, large-size folio of Audubon's "Birds of America" was sold at Christie's last November for $360,000.

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The Gutenberg Bible sold Friday is one of only 48 known to remain of the 185 Bibles printed with the world's first movable, metal type by Johann Gutenberg in Germany about 1450.

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(e)

(f)

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Figure 3 (contd.)
Picture Experiment, Version 3

ids
Indiana Daily Student

(g)

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At the auction, Breslauer said he had discussed resale, but would not name the possible client or clients, saying the matter was "very, very secret, confidential."

Sources, however, had pointed to the Stuttgart library.

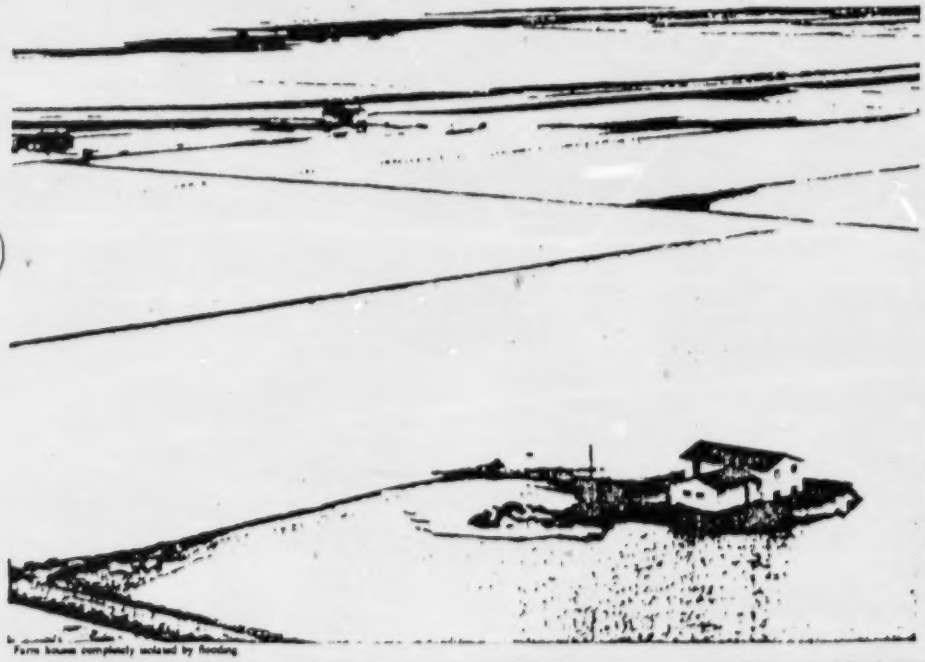
The purchase brings to 14 the number of Gutenberg Bibles at German institutions. The nation's most recent acquisition was made last month when the Gutenberg Museum in Mainz paid $1.8 million to a New York book seller for the incomplete copy. There are [illegible] in the United States.

The Gutenberg Bible, said Friday is one of only 48 known to remain of the 185 Bibles printed with the world's first movable, metal type by Johann Gutenberg in Germany about 1456.

Kankakee dike breaks; 100 flee their homes

(e)

(f)



Farm houses completely isolated by flooding

SCHNEIDER, Ind. (AP) — Interlocking steel pilings might be coupled with sandbags today in an attempt to repair a Kankakee River dike and stem flood waters that already forced 100 persons to leave their homes.

Ed Karwatka, a U.S. Army Corps of Engineers spokesman, said civil defense workers will first try and plug the 90-foot break by pushing sandbag bundles into the hole from both directions simultaneously.

"Wish the good grace of God, when we push that stuff in and it won't all rush out and we'll be able to seal it," he explained Friday night.

If that tactic fails, Karwatka said steel will be driven into the river bank and then reinforced with sand.

Don Peters, assistant civil defense director, said soft soil on the river dikes hindered repair efforts Friday.

"The problem now is that soil on top of the dikes is so soft we can't transport sand out of the hole," he said. "We're using buses to move the sandbags in, but we can't get enough sand built up to close the hole."

Shelby and the southern Lake County community are hardest hit by the flooding, which put about 60,000 acres of farmland under water. Peters said it is impossible to estimate the final damage so far.

"No lives have been lost, but we've come pretty close," he said. "At least six have capsized, dumping people into the water."

Homes here are three or four feet under water and Peters said furniture is just floating around in many living rooms. He said one family simply moved into their about crowded parked in their driveway when the water began rising.

"Because of security, any vehicle now recognized is being challenged. We're taking down license plate numbers and making a check with authorities in efforts to 'weed looters or sightseers,' Peters said. "We're appealing to the good of public to stay out of the area this weekend. We've got enough problems at the present time without more people here."

No looting has been reported.

The river level was 11 feet Friday, about three feet above flood stage, said Albert Shaw, a National Weather Service hydrologist at Indianapolis.

"We expect the river level to remain stationary for the next two days, and then, if it doesn't rain, it should start to drop early next week," he explained.

Shaw added, "They're going to have water on the ground up there for a long time because the land is so flat and has no drainage. It may be a week before there's any noticeable drop."

Kidnapping suspect arrested while waiting for ransom

(d)

JAMESTOWN, Ky. (AP) — A Virginia girl has rescued Friday night, and the man suspected of kidnapping her arrested, as they sat in a car awaiting a $500 ransom, an FBI agent said.

FBI agent Thomas Kelley said in Richmond, Va., that Elizabeth Ann Wingate, 12, of Independence, Va., was unharmed.

Authorities identified the suspect as Michael DeMaria, 33, of Gibsonia, Pa., who had been named in a warrant as the man who abducted Miss Wingate from her home on Wednesday.

They had driven to Cumberland Falls State Park near the small Kentucky town in a car stolen from the girl's family, Kelley said.

Dallas Wade, the lodge superintendent at the park, offered a ride to a man walking down a park road with a little girl.

A short time later, an FBI agent came to Wade's office in Lure Lodge with a description of a 12-year-old girl and the man who had allegedly kidnapped her from her Virginia home Wednesday.

"When they gave me the description, I immediately realized that was who it was," Wade said Friday, a few hours after the rescue.

Wade said he had noticed a car parked in a boat trailer lot that didn't belong there. The car matched the description of the vehicle which the FBI said was being used by the kidnapper.

After talking with the FBI, "we proceeded to try to locate the area, looking for the vehicle, looking for the little girl."

"A backup (FBI) agent coming in from Louisville spotted the car on a park road about a mile inside the park entrance," Wade said. FBI agents then made the arrest and freed the girl.

"We're really thankful this thing worked out the way it did," Wade said. "If there ever was a good ending, this was one."

Grayson County Chief Sheriff's deputy C.V. Shupe said, "She's supposed to be safe and sound and the man in jail."

The FBI said DeMaria was being held under $200,000 bail pending extradition proceedings.

Yale student plans to throw $40,000 gambling party for friends

(b)

NEW HAVEN, Conn. (AP) — "Silly, gaudy and appalling" is how Yale University's secretary describes a $40,000 private gambling party that a student plans to throw for 1,000 of his "friends" at the Yale Commons on Saturday night.

"If I'd known about this in advance, I would have asked him, 'Is that really the way you want to make your mark at Yale?' All that money could have been used to help people less fortunate than you,'" the secretary, Henry Chauncey, said Thursday after learning of the extravagance.

Hsai Huang Kwon, who wants to give away a new car and $100 bills to guests who win at the gaming tables, said, "My whole idea is to do the extraordinary in an unusual fashion in an unlikely place."

Chauncey said state police and the university were checking into whether the gambling would be legal.

Kwon, 22, a Korean who transferred to Yale two years ago from Columbia University, is now a senior majoring in economics. He uses the first name Alex in the country. His family is in the steel business in Korea and he himself runs an amusement business in the United States.

He said he decided two weeks ago it would be fun to host a gambling party for his friends. But after mailing 1,000 invitations and spending nearly $40,000 on food, drinks, gambling tables, door prizes, the services of two orchestras and five other entertainment acts, he admitted he may have let his plans get a little out of hand.

Kwon had six blackjack tables and four baccarat tables shipped from New York for the event and also planned to show horse-racing films.

He had 10,000 phony 500-franc bills printed, each adorned with the Yale Building.

Man wanted in girl scout slayings is captured in historic hideout

(c)

PRYOR, Okla. (AP) — Gene Leroy Hart, arrested in the sex slayings of three Girl Scouts, eluded hundreds of searchers for 10 months by hiding out in the Cookson Hills of eastern Oklahoma, which have harbored some of history's most wanted fugitives.

After his capture, Hart, 34, was taken to the state penitentiary at McAlester where he spent the night on death row. He was scheduled to be brought to Pryor for arraignment Friday.

Authorities said he had been kept in the prison's death row "for his own protection."

District Attorney Sid Wise, in whose jurisdiction Lori Lee Farmer, 8; Doris Denise Milner, 10, and Michelle Guse, 9, were killed last June 13, said all along he believed Hart was still in the scrubby foothills of the Ozarks.

Charles "Pretty Boy" Floyd, gunman and bank robber; Belle Starr, outlaw queen of the territorial days; the notorious Dalton Gang — all had run in the hill country, covered by underbrush so thick that a man could walk within 30 feet of another person and not see him.

Hart, a full-blooded Cherokee Indian, is an accomplished woodsman who knows the rattlesnake-and tick infested woods the way a city dweller knows the route to work. The area is filled with his relatives, who are reluctant to talk to outsiders.

Hart was apprehended Thursday when agents of the Oklahoma State Bureau of Investigation barked down the door of an isolated two-room, green frame home just 50 miles from Camp Scott.

"This is one of the most remote areas you've ever seen," said Dick Wilkerson, assistant director of the state bureau of investigation. "This is how Pretty Boy Floyd stayed away from lawmen so long."

Jobless rate rises for first time in 7 months

(a)

WASHINGTON (AP) — Rising unemployment among blacks pushed the nation's jobless rate up slightly to 6.2 percent, the first increase in seven months, the government said Friday.

Labor Department analysts said the increase from 6.1 percent in February was minor and that the unemployment situation was virtually unchanged.

However, the number of Americans with jobs rose 260,000 to a record 93.3 million, the department said. Most of the improvement was attributed to rehiring by factories which had layoffs during the severe winter.

Making the biggest gains last month were adult women. The department said women over age 20 registered adult men two to one both in looking for jobs and finding them.

Analysts said women may have been encouraged to seek more jobs to supplement family incomes. Women workers have also become more available because they have been staying single longer, have fewer children and are more educated, government studies have shown.

Although the trend has continued for years, the increase of 2[illegible],000 women in the labor force last month was larger than usual.

Despite the increased job opportunities, the black unemployment rate grew from 11.8 percent to 12.4 percent, the department said.

About 19 percent of black youths between ages 16 and 19 were unemployed last month, an increase from 18 percent in February. Black adult women on the jobless rolls increased from 10.1 percent to 11.4 percent.

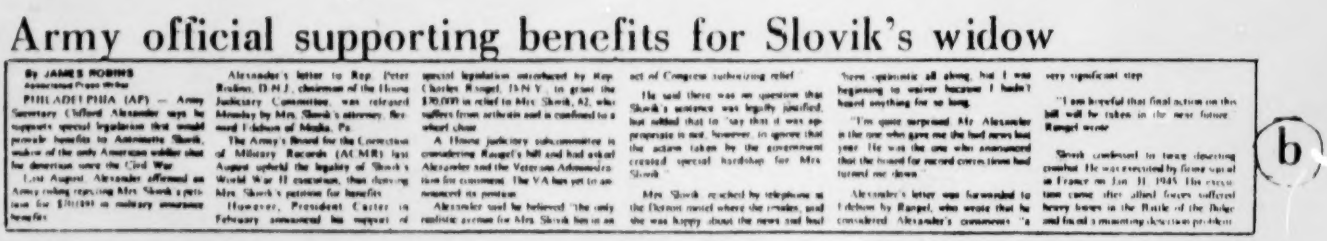
Economists had no explanation for these increases but said it oftentakes more than a month to establish the trend for black unemployment. However, black unemployment has also seen little change over the past year, while total unemployment has fallen from a 7.6 percent rate to 6.2 percent.

The March unemployment increase was the first since a row from 6.9 percent to 7 percent last August. Since then, it has dropped to 6.8 in September and October, 6.7 percent in November, 6.6 percent in December, 6.5 percent in January and 6.1 percent in February.

In March, the average weekly earnings of nonfarm workers rose 1.5 to 161.1 hours.

Figure 4

Type Wrapping Experiment



Army official supporting benefits for Slovik's widow

By JAMES ROBINS
Associated Press Writer

PHILADELPHIA (AP) — Army Secretary Clifford Alexander says he supports special legislation that would provide benefits to Antoinette Slovik, widow of the only American soldier shot for desertion since the Civil War.

Last August, Alexander affirmed an Army ruling rejecting Mrs. Slovik's petition for $30,000 in military assistance benefits.

Alexander's letter to Rep. Peter Rodino, D-N.J., chairman of the House Judiciary Committee, was released Monday by Mrs. Slovik's attorney, Bernard Edelson of Alaska, Pa.

The Army's Board for the Correction of Military Records (ACMR) last August upheld the legality of Slovik's World War II execution, thus denying Mrs. Slovik's petition for benefits.

However, President Carter in February announced his support of special legislation introduced by Rep. Charles Rangel, D-N.Y., to grant the $30,000 in relief to Mrs. Slovik, 62, who suffers from arthritis and is confined to a wheel chair.

A House judiciary subcommittee is considering Rangel's bill and had asked Alexander and the Veterans Administration for comment. The VA has yet to announced its posture.

Alexander said he believed "the only realistic avenue for Mrs. Slovik lies in an act of Congress authorizing relief."

He said there was no question that Slovik's sentence was legally justified, but added that to "say that it was appropriate is not, however, to ignore that the action taken by the government created special hardship for Mrs. Slovik."

Mrs. Slovik reached by telephone at the Detroit motel where she resides, said she was happy about the news and had been optimistic all along, but I was beginning to waiver because I hadn't heard anything for so long.

"I'm quite surprised Mr. Alexander is the one who gave me the bad news last year. He was the one who announced that the board for record corrections had turned me down."

Alexander's letter was forwarded to Edelson by Rangel, who wrote that he considered Alexander's comments "a very significant step.

"I am hopeful that final action on this bill will be taken in the near future," Rangel wrote.

Slovik confessed to twice deserting combat. He was executed by firing squad in France on Jan. 31, 1945. His execution came after allied forces suffered heavy losses in the Battle of the Bulge and faced a mounting desertion problem.

b

Straight layout

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Raw Wrap

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Shooting suspect is ruled incompetent

(OMAHA, Neb. (UPI) — An Air Force veteran on full mental disability has been ruled incompetent to stand trial — for now — for a shotgun spree that left a sheriff's captain dead and 25 others wounded at a West Omaha nightclub.

Douglas County District Judge John Grant issued the decision Monday in the case of Thyron Cribbs, 32, of Omaha, charged with first degree murder and three counts of shooting with intent to kill, stemmed in connection with the brief bloodbath Nov. 26 at the Club 89.

Grant said he would review Cribbs' condition in six months and set another hearing for Oct. 23 for the examination. Cribbs will be held in a state mental institution until his condition is examined.

Grant issued the ruling on the basis of testimony at a hearing last week and a review of psychiatrist reports. The judge found Cribbs was incapable for assisting in his own defense, a legal requirement for trial on any crime.

Those psychiatrists said these psychiatrists said that Cribbs suffered

structure and monitoring of his behavior."

Cribbs, who is black, told Monsignor psychiatrist Dr. Fred Mathewson that on the day of the incident he met a white business executive in a supermarket.

"I went home and took a shower I felt the white man influenced me to do

b

c

Dogleg or inverted-L

Readers found all three layouts acceptable, but preferred the straight layout.

30

Table 1

A Profile Of The Field-Experiment Sample

	Version of Newspaper	
	Jumps (n=279)[a]	Non-jumps (n=272)
Average age	22.9	23.9
Percentage of males	48.7	48.9
Percentage of females	51.3	51.1
Average number of minutes spent with paper the day of the study	13.3	14.3
Average number of minutes usually spent with paper	18.2	18.6

[a]These n's vary somewhat from one category to another.

Table 2

How Jumping Affects Readership

	Percentage of Readers Who Finished Story			
	Jumps	(n)	Non-jumps	(n)
Story a	17.2	(15)	35.9	(33)
Story b	21.4	(21)	34.0	(32)
Story c	37.8	(31)	48.4[a]	(77)
Story d	11.8	(14)	35.6	(31)
Story e	36.4	(51)	40.3	(52)
Story f	76.2	(138)	76.4[a]	(126)

[a] These stories did not jump in either version.

Table 3

Average Amount of Each Story Read

	Version of Newspaper			
	Jumps	(n)	Non-jumps	(n)
Story a	2.8[a]	(87)	3.7[b]	(92)
Story b	3.0	(98)	3.6	(94)
Story c	3.8	(82)	4.4	(159)
Story d	2.6	(119)	3.6[c]	(87)
Story e	3.9	(140)	3.9	(129)
Story f	5.7	(181)	5.8	(165)

[a]The numbers shown here are averages indicating how much of each story was read. The values range from 1 = first few paragaphs to 7 = the whole story.

[b]The difference on Story a is statistically significant to the .01 level, which means it would occur by chance only one time in 100 instances.

[c]The difference on Story d is statistically significant to the .001 level, which means it would occur by chance only one time in 1,000 instances.

Averages For Those Who Read All Six Stories

Jumps	(n)	Non-jumps	(n)
3.9	(12)	5.3[d]	(9)

[d]The difference on all stories is statistically significant to the .03 level, which means it would occur by chance only three times in 100 instances.

Table 4

Patterns of Readership for Stories a, b, d and e Combined

Amount Read	Percentage of Readers	
	Jumps (n=140)[a]	Non-jumps (n=129)
1st few paragraphs	39.0	38.5
halfway	39.3	25.0
all	21.7	36.5

[a] These n's vary somewhat from story to story.

Table 5

Larger Picture's Effect On Readership Of Tie-in Story

	Versions of Newspaper		
	2-col. picture (n = 17)	3½-col. picture (n = 17)	4½-col. picture (n = 18)
Amount of story read	1.8[a]	2.7	3.1[b]

[a] The numbers shown here are averages indicating how much of Story e was read. The values range from 1 = one-fourth of the story to 5 = all of the story.

[b] The difference between the smallest picture and the largest is statistically significant to the .05 level, which means it would occur by chance only five times in 100 instances.